



Accelerating the transition to electric vehicles

Presentation for the California
Public Utilities Commission

July 15, 2009



“How do you make the world a better place by 2020?”



End oil...

Accelerate the transformation to a sustainable electric automotive solution





What are the barriers to growth in the electric vehicle market?





Barriers

Solutions

Cost



EV services model ***significantly reduces*** upfront purchase cost and ownership risks

Range

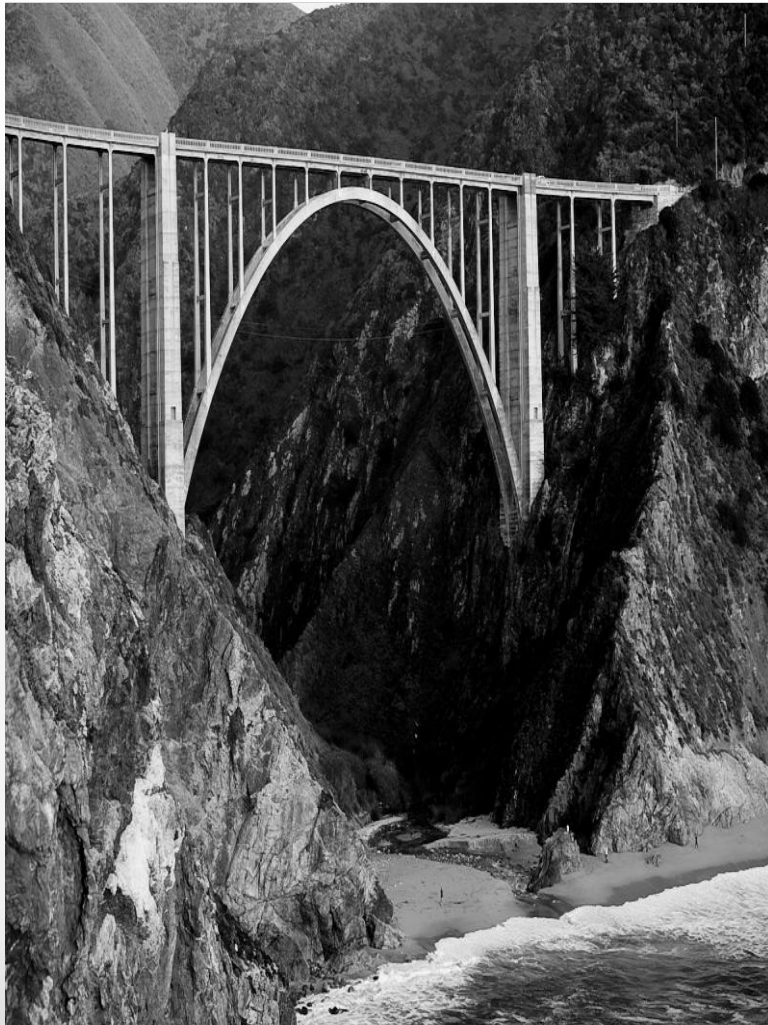


Charge spots and switch stations together provide unlimited range

Grid



EV services provider avoids adverse grid impacts and enables grid stability and renewable energy utilization



What is CPUC's role in ensuring efficient and cost-effective infrastructure development?



Direction and Speed





Predictability

Clear roles and rules foster certainty

Competitiveness

Market forces drive innovation and lower prices





Simplification

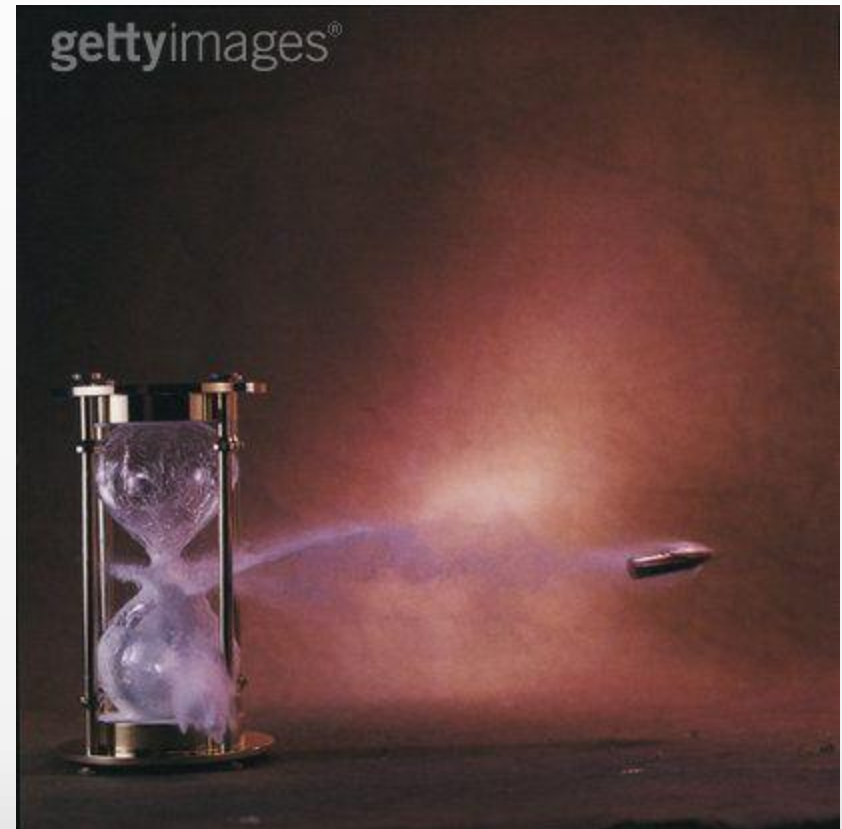
Statewide EV infrastructure approval process

EV-ready building codes

Incentives

Green, dynamic EV tariff

Charging infrastructure rebates



Better Place California - Vision 2020



Over 80% of CA

- Bay Area to Sacramento
- Los Angeles to San Diego
- Connect major highways

2020 Potential

- Millions of subscribers
- Millions of charge spots
- Hundreds of switch stations
- Thousands of highway miles

